



## RISE TOGETHER - NOV. 21, 2023

### SPOTLIGHT ON MARKETING

#### MEET THE NEW MARKETING TEAM

We are ecstatic to announce the creation of our new marketing team within the department. This team will drive our outreach success through branding, marketing campaigns, graphic design, social media and web management.

Meet the Team:

- **Ashley Wise:** Our new digital marketing manager brings 8+ years of experience in digital and social media marketing, leading campaigns, strategies and award-winning marketing activations for professional sports leagues, media outlets and universities, including the National Football League, Yahoo Sports and ESPN.
- **Kenny Cramer:** Kenny has nearly 20 years of experience in graphic design and illustration. He joined the department in 2011, designing marketing materials for the Scioto Mile in the Office of Special Events before joining the newly-formed Community Relations team in 2016, where he has overseen art direction and visual branding for the department as a whole ever since. His work has earned numerous awards and accolades from professional organizations such as Communication Arts, Society of Illustrators, Society for News Design, and the American Marketing Association.
- **Morgan Castleberry:** Starting as an intern in December 2021, Morgan has since transitioned into her current position as community relations coordinator in September 2022. She works to keep the department's social media feeds trendy and helps push out valuable information to residents about upcoming events, programs and more!

The marketing team's mission is to comprehend and engage with our audience to create meaningful content through visual storytelling, strategic branding, design and strategy implementation. The goal will be to segment, target, and effectively position Columbus Recreation and Parks Department in the community and

cultivate a positive image for the department. This team will strive to create a fully developed strategy and toolkit for tactically delivering department messages, ensuring the seamless execution of successful marketing initiatives.

## NEWS AND INFORMATION

### **DEI Lunch & Learn on Thursday, Nov. 30**

Bring your lunch to Franklin Park Adventure Center (1755 E. Broad St.) on Thursday, Nov. 30, for the DEI Committee's first Lunch & Learn: *See Me, Not My Disability*.

Learn about living with disabilities, the importance of inclusive language and universal accessibility design, and the services provided by our Therapeutic Recreation team. You'll also be able to try out adaptive sports such as bocchia and wheelchair basketball.

The event runs from 11:30 a.m.-1 p.m. Spaces are limited so [register now!](#)

### **Sick Leave Reciprocity Elections Are Due Nov. 30**

Sick Leave Reciprocity forms are now open in Dayforce. Sick Leave Reciprocity allows you to be paid out for any unused sick leave hours, up to 80 hours. Sick Leave Reciprocity will be paid on Friday, Jan. 19. ***Please be sure to log in to Dayforce to confirm your election. If you do not make an election, it will default to the election you made last year.***

To be paid out for unused sick time, [make your election in Dayforce](#) by Nov. 30. Here are a few reminders:

1. [View these instructions for completing the election in Dayforce.](#)
2. Click the question mark icon within Dayforce in the top right corner to see a demonstration of the election process.
3. Be sure to select the correct form for your bargaining unit.

### **COAAA Brings Attention to Caregivers During National Family Caregivers Month**

As we head into the busy and sometimes stressful holiday season, COAAA reminds us how this time of year can be even more stressful for family caregivers who already devote tremendous time and effort toward their loved one's health. Caregiver responsibilities such as bathing, dressing, administering medications, household chores and providing transportation can take an emotional, physical and mental toll. Tammy Smith, COAAA Caregiver Support Program Manager, [shared how her experience as a family caregiver influenced her to pursue her current career.](#)

COAAA celebrates these dedicated individuals every November during [National Family Caregivers Month](#). The goal of the month is to increase family caregiver support and awareness. COAAA offers a wealth of information and support to caregivers through its [National Family Caregiver Support Program](#) this month and throughout the year. The program helps caregivers navigate financial assistance for long-term care, provides emotional support, counsels families on challenging caregiving issues, provides referrals to services like respite care and more.

If you or someone you know is a caregiver needing support, contact Tammy Smith at 614-645-7705 or [TSmith@coaaa.org](mailto:TSmith@coaaa.org).

11/27/2023

S	M	T	W	T	F	S
29 ●	30 ●	31 ●	1 ●	2 ●	3 ■	4 ●
5 ●	6 ●	7 ●	8 ●	9 ●	10 ●	11 ●
12 ●	13 ●	14 ●	15 ●	16 ●	17 ●	18 ●
19 ●	20 ●	21 ●	22 ●	23 ●	24 ●	25 ●
26 ●	27 ●	28 ●	29 ●	30 ●	1 ●	2 ●

November 17

All day

A COLLIDE OF SCOPE EXHIBITION

All day

AQUATICS CLASSES AND LESSONS - FALL II SESSION START

SHARE YOUR THOUGHTS!

## LEADERSHIP UPDATE

## STAFF SPOTLIGHT

### TINA MOHN

She/Her/Hers



#### **Section**

Natural Resource, Asset and Conservation Manager-Conservation

#### **Length of Employment**

17.5 years

#### **What's your favorite aspect of Columbus Recreation and Parks?**

The diversity in our CRPD team, the community and in our work (projects, programs, policies)!

#### **What's your favorite project that you have worked on?**

The Nature Preserve City Code. *(The code was adopted in 2022 to provide for the conservation, protection and enhancement of ecologically significant land through research, awareness and education.)*

#### **What is your favorite ice cream flavor?**

I don't eat ice cream. But if I did, cookie dough?

**What is your favorite book or movie?**

“Become a Better You”

**What is one piece of advice you have?**

Remain real and relevant.

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**Nominate A Coworker for the Staff Spotlight**

[Fill out this form to nominate a coworker.](#) They will be notified that they were nominated in order to answer spotlight questions.

# ARCHIVE

**2023**



**2022**



**NATURE**

[Nature](#)

[Conservation](#)

[Educational Gardens](#)

[Nature Preserves](#)

[Outdoor Recreation](#)

[Parks](#)

[Pollinator Gardens](#)

[Trails](#)

[Urban Forestry](#)

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**WELLNESS**

[Wellness](#)

[Aquatics](#)

[Athletics](#)

[CoGo Bike Share](#)

[Fitness](#)